



Detailed Course Syllabus

Academic year:
2021/2022

Semester:
Summer semester

Study programme:
Komunikologija (R)

Year of study:
3

I. BASIC COURSE INFORMATION

Name: Marketinško komuniciranje

Abbreviation: KOMP6-1

ECTS: 5

Code: 172518

Prerequisites: No

Total Course Workload

Teaching Mode

Total Hours

Lecture

30

Seminar

15

Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Office Hours: According to the published schedule

Course Assistant

III. DETAILED COURSE INFORMATION

Teaching Language: Hrvatski

Course Description

Textbooks and Materials

Required

Supplementary

Examination and Grading

To Be Passed DA

Exclusively Continuous Assessment NE

Included in Average Grade DA

**Prerequisites to Obtain
Signature and Take
Final Exam**

Examination Manner

Grading Manner
Detailed Overview of Grading within ECTS
IV. WEEKLY CLASS SCHEDULE